



CITY OF SUNNYVALE QUARTERLY REPORT

Thoughts From Your City Manager

As we begin 2015, our focus inevitably turns to service priorities for the coming year. But, I would be remiss to not also highlight a few of our significant accomplishments from my first six months with Sunnyvale, many of which have laid the foundation for what I know will be a productive year ahead.

The City continues to be very fiscally responsible and remains on track with its strategic financial investments. We closed the prior fiscal year in a financial position that was better than expected by about \$5.5 million. There are two key reasons for this – we can't hire fast enough and therefore have significant salary savings, and our development revenue continues to break historic records. As I've gotten more familiar with the City's budget, it is clear to me that our strategic and long-term financial management policies served the organization very well through the Great Recession but we need to acknowledge and resolve some pressure points. For example, the City eliminated 200 staff positions during the recession but did not reduce the associated workload within the organization. While this certainly speaks to the caliber and commitment of our remaining staff, this model is not sustainable in the long term. Adding to this challenge, the City's revenues are being outpaced by increasing expenditures which include rising personnel costs and much-needed upgrades to the City's aging infrastructure. This means we are planning to draw down on our General Fund reserves over the next several years to sustain current service levels which are already in the context of 200 fewer employees. Addressing this condition with the Council will be a key priority going forward and we are especially fortunate that our long-range financial planning model gives us the luxury of time to do so.

Another key area of focus has been better use of technology, both internally and externally. While we already use notification



services like Nixle and social media channels like Facebook and Twitter, we want to continue to add to our suite of online tools. This helps improve government transparency and increases opportunities for the community to participate in the civic process. We just launched a City page on Nextdoor and we are preparing to use an online community forum such as MindMixer or Open Town Hall by the spring. We have also initiated a major project to redesign our antiquated and underused website this year.

Many of the Council's strategic decisions have to do with the growth of the city and the region. We continue to experience strong development as a result of the recovering economy yet history tells us these cycles come and go and inevitably we will see a slow-down. With that in mind, the Council has approved several significant projects that will continue to secure Sunnyvale's position as a technology hub for the region, such as the Central

& Wolfe project by Landbank Investments – an iconic clover-shaped building sure to attract a marquee tenant, and a signature four-story office building by Peery Arrillaga on N. Pastoria Ave. in Peery Park. Accommodating these projects balanced with the larger needs of the community depends upon establishing development frameworks that are spelled out in our specific plans. Currently, we have three such plans underway – the Peery Park Specific Plan, El Camino Precise Plan and Lawrence Station Area Plan – that will establish long-range planning guidelines in these pivotal and evolving areas for years to come. This includes evaluating traffic, one of the most common areas of concern related to development. The City recently updated its traffic model to ensure we have the latest information about traffic conditions in the city and this information will be used as part of the traffic analysis for the Specific Plans. For public development, we have also launched the Civic Center Modernization Project that will aid the community and the Council with reimagining our dated facilities and determining whether to renovate or rebuild them.

Of course, this growth must have sound policy underpinnings and, to that end, the Council also approved the City's new green building standards, adopted an ordinance to raise minimum wage and approved the City's Climate Action Plan containing bold strategies to reduce greenhouse gas emissions. Looking ahead, we will continue our work with VTA to address our priorities and concerns related to their Bus Rapid Transit project along El Camino Real; we will lead a joint study with

Santa Clara County and the Cities of Mountain View and Cupertino to determine the feasibility of a Community Choice Aggregation energy program; and, following the County's closure of the Sunnyvale Armory as a homeless shelter, we will continue to actively engage with them to find a replacement location (meanwhile, we have been working extensively with partners like the Downtown Streets Team and Sunnyvale Community Services to provide motel vouchers and emergency shelter and services to those in need).

Finally, as the geographic epicenter of Silicon Valley, Sunnyvale has an important role to play in the region. On the one hand, we must support the City Council in its policy-making for basic "Main Street" services and quality of life elements. This is standard and expected of any Council. However, the Council has the additional duty of serving Sunnyvale as part of the region that is the world's center of innovation. Forbes recently acknowledged Sunnyvale, Santa Clara and San Jose as the number one center for jobs and job growth. Further, this region is one of the main reasons that California has the world's 8th largest economy. Within these two scenarios, there can be great tension and complimentary work. This makes our work challenging and exciting at once and I look forward to a full and productive year working with our Council and talented staff. My first six months have been an absolute delight as I have gotten up-to-speed on key projects and issues facing Sunnyvale. I'd like to thank the City Council and community for the opportunity to serve. ☺







Sunnyvale’s Civic Center

Milestones for the Year Ahead

The previous Quarterly Report gave an overview of the need for the Civic Center Modernization Project. Planning for the project is now in full swing and 2015 will be a very active year. Last fall, the City Council gave direction to prepare a robust community engagement plan for the project. That plan is currently under development and should be ready for Council review at a public hearing in February. The City is still very early in the planning process and a full range of options is still on the table. We want to make sure there are many opportunities for community participation and input as we form and evaluate alternatives and before decisions are made on next steps. Currently, we have a broad schedule of activities outlined below that we will refine as the community engagement plan is completed. We hope you will participate throughout the process. If you want to receive project updates and notices about future events via e-mail, please send an e-mail to MyCivicCenter@sunnyvale.ca.gov.

2015 CIVIC CENTER ACTIVITIES

	 WINTER	 SPRING	 SUMMER	 FALL
	Prepare Engagement Plan	Create the Vision	Evaluate Alternatives	Decide on Next Steps
Major Activities	<ul style="list-style-type: none">■ Prepare a draft community engagement plan for review by the City Council at a public hearing■ Begin to inform the community about the process and seek citywide involvement from neighborhood groups and other stakeholders	<ul style="list-style-type: none">■ Create a vision for the Civic Center Campus■ Identify criteria for a successful project■ Better define the City’s space needs and complete a market analysis of the property	<ul style="list-style-type: none">■ Develop alternatives for building modernization and site configurations■ Share the results of the market analysis and develop project costs and financing options	<ul style="list-style-type: none">■ Evaluate alternatives and make decisions on next steps■ Decide on the best modernization alternatives and how they should be financed■ Decide whether to pursue a public private partnership or City/community financing approach
Community Engagement Opportunities	<ul style="list-style-type: none">■ Provide comments on the draft engagement plan or comment at the public hearing■ Talk with your neighbors or neighborhood association about getting involved	<ul style="list-style-type: none">■ Participate in outreach events and surveys■ Give us your ideas for improving City services and facilities■ Tell us what site amenities you would like to see■ Help us define what’s most important as we evaluate alternatives	<ul style="list-style-type: none">■ Participate in community workshops to develop and evaluate alternatives■ Understand project alternatives and help identify pros and cons■ Give us your opinion about project costs and options for financing	<ul style="list-style-type: none">■ Provide feedback to City Council on which alternatives you like best and why■ Participate in public hearings or connect with the City through online engagement tools

Will the City remodel or replace existing buildings at the Civic Center?



This is one of the main questions this process intends to answer with your input. The City will hire an architect to evaluate each building and develop alternatives given space needs and goals for the project. Some existing buildings at the Civic Center are clearly not worth remodeling due to their age and condition. This includes the Sunnyvale Office Center and South Annex modular building.

Has the City decided to move the Library to a new location?

Moving the Library to the Sunnyvale Community Center located on Remington Drive is a concept that may be explored further, but no decisions have been made. Moving the Library would allow it to be located near the existing Senior Center and would provide opportunities to host Library programs at the Community Theatre and to share space such as meeting rooms at the Community Center. Leaving the Library at the Civic Center presents opportunities to share space with City Hall and maintains its central location in Sunnyvale. These are the types of considerations that will need public input.

Has the City decided to sell part of the Civic Center property to a developer?

No. The decision-making process approved by the City Council starts with a thorough community engagement process to get input before decisions are made. We are still very early in the process. Over the next few months, community engagement efforts will focus on creating a vision for a modernized Civic Center. A second phase of engagement will evaluate project alternatives and costs. One of the alternatives that will be explored further is selling or leasing part of the Civic Center property through a public private partnership as a way to pay for the project. Other financing mechanisms will also be considered and the community will get to weigh in before decisions are made.

How much will the Civic Center Modernization Project cost?

We are still at a very early stage of project development so cost estimates have not been prepared yet. One of the first steps is defining how much space we need. This, along with the community’s vision for the campus, will better define the project so cost estimates can be prepared. Many questions need to be answered as we develop the project scope. Should we replace or remodel and expand existing buildings? Should we consider underground or structured parking? How should public open space be configured on the campus? These and other questions will be evaluated in the summer of 2015.

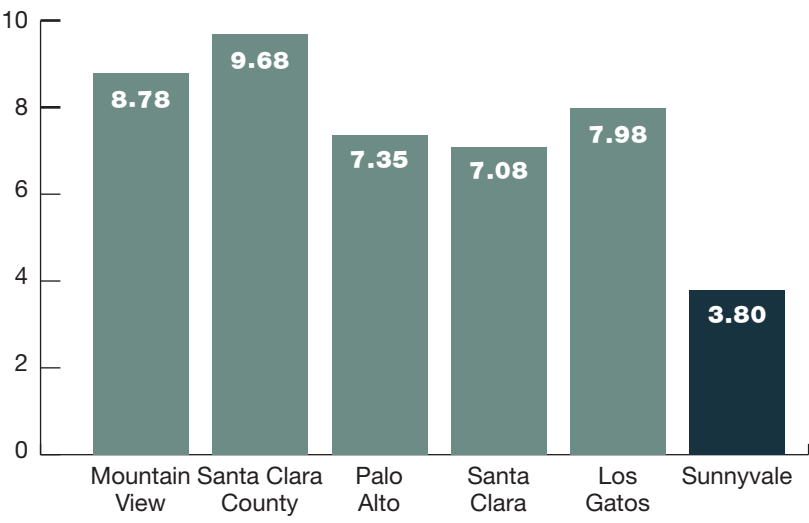


Reimagine the Sunnyvale Public Library

Improving library services will be a primary focus of the Civic Center Modernization Project. Even with easy access to information on the internet, Sunnyvale’s library remains a very popular destination with residents. On average, the library greets more than 2,000 visitors per day and circulated more than 2.7 million items last year. The current facility’s age and space constraints limit services and the Civic Center Modernization Project presents an opportunity to explore ways to better meet the community’s needs. What do you think the City’s priorities should be for service enhancements at the library?

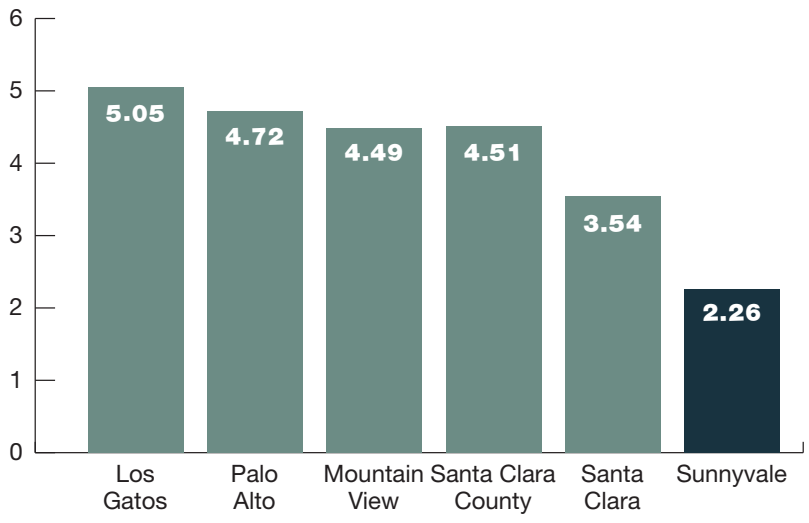


CHILDREN’S LIBRARY MATERIALS PER CHILD



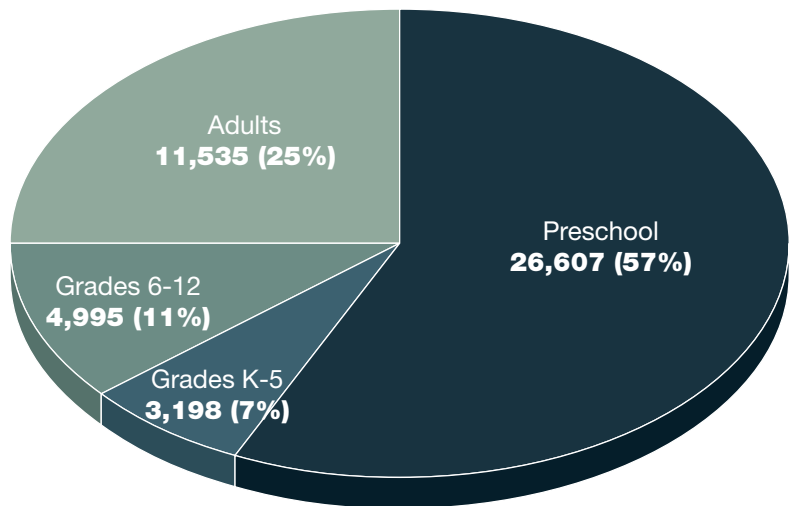
Limited space in the existing Library restricts the number of children’s items we can make available, causing Sunnyvale to fall well below local area collections. An expanded library in Sunnyvale could feature a larger children’s area that would allow a bigger collection of books and materials and more space for popular children’s programs.

TOTAL LIBRARY MATERIALS AVAILABLE (per capita)



The challenge of limited space extends to the larger collection as well. Compared to other libraries in the local area, Sunnyvale has half the available materials. While e-books are gaining in popularity, they still only accounted for two percent of the Library’s total circulation in Fiscal Year 2013/14.

LIBRARY PROGRAM ATTENDANCE – 46,335 Total



Library program attendance has continued growing to more than 45,000 participants in Fiscal Year 2013/14. Library staff develop programs in response to community demand. For example, more than half of last year’s attendees were for programs designed to help preschool children build early literacy skills. A Library designed to accommodate this programming would better serve the community.



Street Light Pilot

Help Select New LED Lights

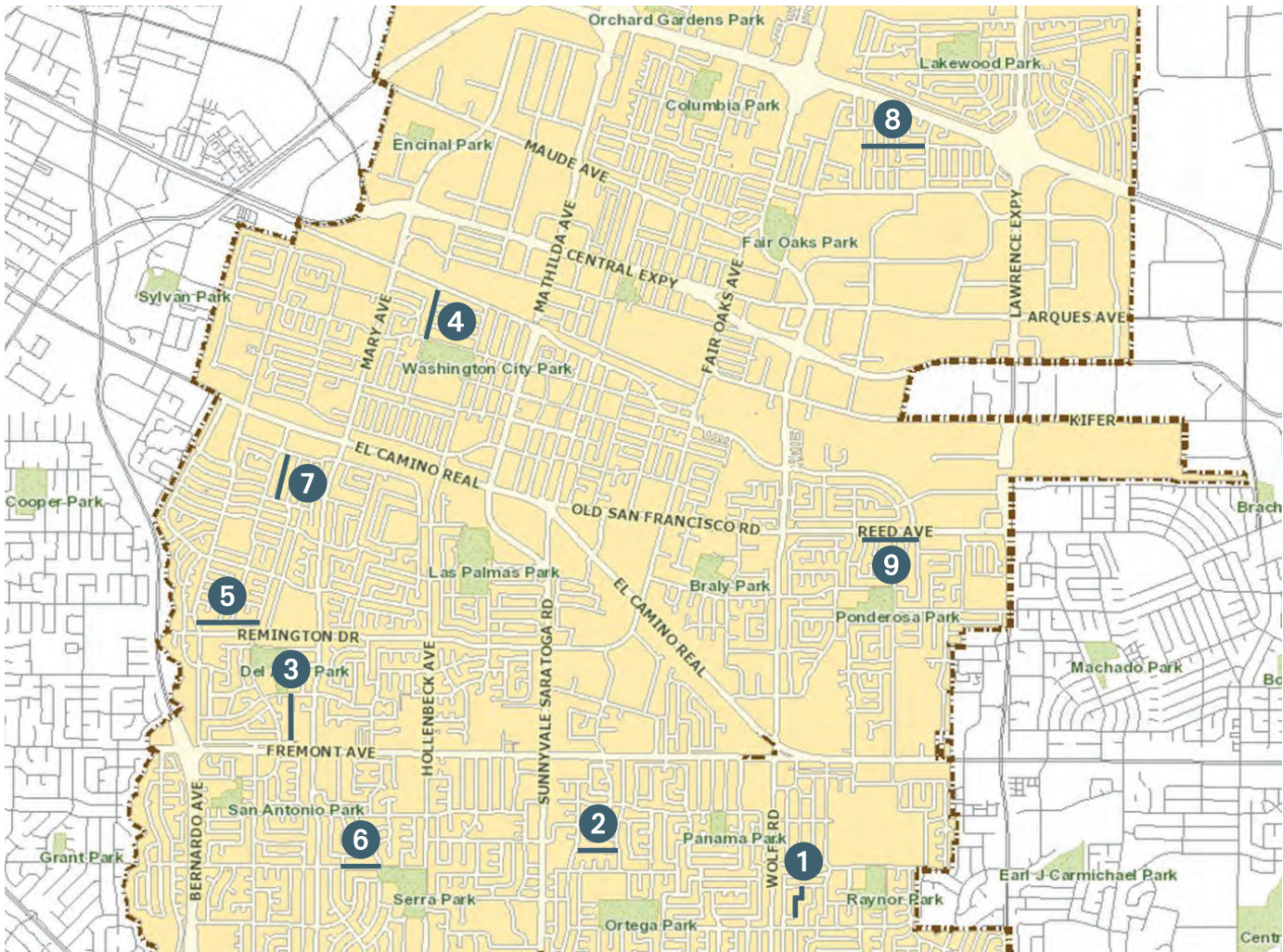
About 20 percent of Sunnyvale’s streetlights have already been upgraded to LEDs which reduce energy consumption, operating costs and greenhouse gas emissions. The City is now considering replacing the remaining street lights we own with LEDs. As part of a pilot project, the City has installed LED street lights at nine locations in residential neighborhoods. Prior to selecting the type of light, we want to test them and get input from the community which will help us gauge illumination levels and overall acceptance of the new LED lighting levels (the amount of light given off) and light color.

The map below shows the general locations of the pilot areas. To participate in the pilot, visit PublicWorks.inSunnyvale.com and select Public Works Hot Topics.

Once there, you will see a list of the survey questions, a link to an interactive map that enables you to zoom in to the exact locations of the LED street lights, and a link

to the online survey. To provide your input, visit any one of the pilot locations listed on the map and then take the online survey. The short survey will ask you questions

about visibility, brightness, aesthetic appeal and lighting levels between the existing street lights and the new LED lights. The City will collect feedback through Friday, January 30, 2015. If you have any questions, contact Carmen Talavera, P.E., Senior Transportation Engineer, at (408) 730-7522 or ctalavera@sunnyvale.ca.gov.



- LEGEND**
- 1 **Murre Lane** (between Exmoor Way and Meadowlark Lane)
 - 2 **Dublin Way** (between Bittern Drive and Floyd Avenue)
 - 3 **Mandarin Drive** (between Yorktown Drive and Ticonderoga Drive)
 - 4 **Sunset Ave.** (between Muender Avenue and McKinley Avenue)
 - 5 **Plymouth Avenue** (between S. Bernardo Avenue and Lois Avenue)
 - 6 **The Dalles Avenue** (between Lewiston Drive and Kingsgate Drive)
 - 7 **Dona Avenue** (between Lynn Way and Blair Avenue)
 - 8 **Amador Avenue** (between San Rafael Street and San Miguel Avenue)
 - 9 **Cassia Way** (between Spruce Drive and Shasta Fir Drive)

Website Redesign

Take Our Survey to Give Your Ideas

The City is underway with several technology enhancements and one of the big projects this coming year will be the complete redesign of the City’s website. Now over five years old, the existing website has fallen behind the latest trends in online functionality, content management technology, and site architecture and design. While the website’s homepage receives hundreds of thousands of page views annually, our statistics show that most visitors leave that page without going any further on the site.

Our goal is to ensure the site offers ready access to the information residents and businesses need. To do that, we’ve launched an online survey to gather input from the community. The short survey takes about 10 minutes to complete. Even if you don’t visit the City’s website often, your input is still valuable as we determine what information

to include and how to organize and display it. To access the survey, visit WebsiteRedesign.inSunnyvale.com. The survey will be available through January 30, 2015.

336,000

Number of times the City’s website homepage is viewed annually.

71%

Percent of visitors to the City’s homepage who leave without going any further on the website.



Stay Connected

Keeping Pace with City News and Events

With busy lives taking us in so many different directions, it can be challenging to stay connected with City and neighborhood information. Fortunately, there are a variety of easy ways to get updates and stay informed.

City Manager’s Blog – Every other Monday, the City Manager issues updates about a variety of projects, meetings and events. Subscribe at: *CityManagersBlog.inSunnyvale.com*.

Nixle – Sunnyvale’s Department of Public Safety (DPS) uses Nixle – a notification service that sends messages targeted to your geographic area including public safety alerts during emergencies, traffic and road closure advisories and missing person updates. You decide what information to receive by entering the locations you care about (e.g., home, school, work), the types of messages you want, and whether you want them sent to your cell phone, email or just over the web. Visit *www.nixle.com*, sign up with the locations of your choosing and select Sunnyvale Department of Public Safety from the list of agencies to start receiving messages. Remember, the service is free but your phone plan’s data charges may apply.

Facebook and Twitter – “Like” us on Facebook at City of Sunnyvale (Government) (*www.facebook.com/CityofSunnyvaleCA*) or

follow us on Twitter (@*CityofSunnyvale*).

Community Events Calendar – Keep track of community and City-related events by visiting the Community Events calendar on the City’s website at *Events.inSunnyvale.com*.

City Council Meetings – Attend City Council meetings on Tuesday evenings at 7 p.m. in the Council Chambers at the Sunnyvale City Hall. Or, watch them on KSUN15 (Comcast Channel 15) or online at *Webcast.inSunnyvale.com*. All meetings of the Planning Commission and City Council are also recorded and can be viewed online along with all meeting materials including agendas, minutes and reports at *CouncilMeetings.inSunnyvale.com*.

Council Meeting Agendas – Each Thursday evening, the City posts the Tentative Council Meeting Agenda Calendar (TCMAC) which is a look-ahead at agenda items coming before the Council. This is a great way to see in advance what the Council will be considering during their upcoming meetings. Select the

TCMAC tab at *CouncilMeetings.inSunnyvale.com*.

Neighborhood Associations – There are 25 Sunnyvale Neighborhood Associations

registered with the City. Visit *Neighborhoods.inSunnyvale.com* to see a map and list of association leaders to contact about joining. 🏡

SUNNYVALE LAUNCHES NEXTDOOR CITY PAGE

More than 10,500 Sunnyvale residents are already members of 53 neighborhoods on Nextdoor, the free and private social network for neighborhoods. The City has now joined this growing network by launching the Sunnyvale Nextdoor page. We’ll be using Nextdoor periodically to post announcements and information we think are of interest to the general community or to specific neighborhoods, such as community meetings and crime or traffic alerts. If you’re already a Nextdoor member in Sunnyvale, you can access our news feed under the City Agencies link from your account. To create an account, visit *Nextdoor.com*. Alternatively, you can view the City’s public feed at *nextdoor.com/city/feed/542592*.

Many of you are already using Nextdoor to ask questions, exchange advice and share local recommendations and information. As a reminder, Nextdoor neighborhoods are private and are self-managed by the residents of each neighborhood. City staff cannot view or comment on neighborhood posts; we can only view and reply to posts on the City’s feed. We look forward to sharing information with and hearing from you. 🏡



CITY OF SUNNYVALE PHONE NUMBERS		Cut out and keep this card near your phone to help you reach the correct department for City services.
Emergency		
Police/Fire/Medical	911	
Non-Emergency Police and Fire		
(408) 730-7180		
General Information		
(408) 730-7100		
TDD Access		
(408) 730-7501		
Sunnyvale Website		
<i>sunnyvale.ca.gov</i>		
City Attorney		
(408) 730-7464		
City Clerk		
Boards and Commissions/		
Municipal Elections		
(408) 730-7483		
City Manager’s Office		
(408) 730-7480		
Communications.....		
(408) 730-7535		
Economic Development.....		
(408) 730-7607		
Community Development		
Housing Division.....		
(408) 730-7250		
One-Stop – Building/Planning/Permits		
(408) 730-7444		
Finance		
Business Licenses		
(408) 730-7620		
Purchasing		
(408) 730-7406		
Utility Billing.....		
(408) 730-7400		
Service Requests/ Utility Billing Questions.....		
(408) 730-7400		
On-line Utility Bill Payment		
<i>PayMyBill.inSunnyvale.com</i>		
Hotlines		
Abandoned Vehicle Hotline		
(408) 730-7706		
Downtown Redevelopment Hotline.....		
(408) 737-4900		
Graffiti/Shopping Cart Hotline		
(408) 730-7680		
Sewer/Water Problems (24-Hour Hotline)		
(408) 730-7400		
Storm Drain Spills/Illegal Discharge		
(408) 730-7270		
Human Resources		
(408) 730-7490		
Volunteer Resources		
(408) 730-7533		
Jobs with the City		
(408) 730-7490		
Information Technology Department		
(408) 730-7540		
Comcast Subscriber Service Complaints.....		
(408) 737-4999		
Library and Community Services		
Youth and Family (Child Care) Resources		
(408) 730-7800		
Columbia Neighborhood Center		
(408) 730-7800		
Community Center.....		
(408) 730-7350		
Community Liaison		
(408) 730-7599		
Community Resources		
(408) 730-7599		
Event Applications/Special Event Permits.....		
(408) 730-7599		
Facility Reservations (Buildings).....		
(408) 730-7335		
Sunnyvale Tennis Center		
(408) 735-7285		
Library Main Number		
(408) 730-7300		
Library Website		
<i>SunnyvaleLibrary.org</i>		
Neighborhood Associations		
(408) 730-7599		
Picnic Reservations.....		
(408) 730-7751		
Recreation Program Registration		
(408) 730-7350		
<i>RecreationClasses.inSunnyvale.org</i>		
Senior Center		
(408) 730-7360		
Theater Box Office.....		
(408) 733-6611		
Mayor/City Council Office		
(408) 730-7473		
NOVA Workforce Services		
NOVA Job Center.....		
(408) 730-7232		
NOVA Workforce Board.....		
(408) 730-7232		
NOVA Youth Employment Program.....		
(408) 730-7640		
NOVA Website		
<i>NovaWorks.org</i>		
Public Safety		
Alarm Program		
(Commercial and Residential)		
(408) 730-7117		
Animal Control.....		
(408) 730-7178		
Crime Prevention		
(408) 730-7140		
Emergency Preparedness/SNAP		
(408) 730-7190		
Fire Prevention		
(408) 730-7212		
Neighborhood Preservation		
(Code Enforcement)		
(408) 730-7610		
Non-Emergency Police and Fire.....		
(408) 730-7180		
Recycling Theft		
Active/In Progress.....		
911		
After The Fact.....		
(408) 730-7180		
Public Works		
(408) 730-7415		
Parks, Street Trees and Boulevard/		
Landscape Maintenance.....		
(408) 730-7506		
Sidewalk/Curbs		
(408) 730-7415		
Street Lights/Potholes/Sweeping/Debris		
(408) 730-7415		
Las Palmas Tennis Center		
(408) 735-7285		
Sunken Gardens Golf Course.....		
(408) 739-6588		
Sunnyvale Golf Course.....		
(408) 738-3666		
Traffic Signals.....		
(408) 730-7415		
Turf/Athletic Field Closure Hotline.....		
(408) 730-7585		
Environmental Services –		
Water / Sewer / Garbage / Recycling Utility		
Billing Questions / Service Requests		
(408) 730-7400		
Environmental Services.....		
(408) 730-7900		
Sewer/Water/Storm Problems.....		
(408) 730-7400		
Water Quality/Pressure/Leak Questions		
(408) 730-7400		
Garbage and Recycling Questions and Complaints		
Specialty Solid Waste and Recycling		
(408) 565-9900		
Recycling/Household Hazardous Waste		
(408) 730-7262		
Recycling Website.....		
<i>Recycling.inSunnyvale.com</i>		
SMaRT Station®		
(408) 752-8530		
Non-City Numbers		
Cupertino Union School District		
(408) 252-3000		
Department of Motor Vehicles (DMV).....		
(800) 777-0133		
Fremont Union High School District.....		
(408) 522-2200		
Marriage Licenses (Santa Clara County Clerk)		
(408) 299-5688		
PG&E Customer Service		
(800) 743-5000		
Project Sentinel Tenant/Landlord Mediation		
(408) 720-9888		
Santa Clara Unified School District		
(408) 423-2000		
Social Security Administration		
(800) 772-1213		
Sunnyvale Chamber of Commerce.....		
(408) 736-4971		
Sunnyvale Community Services.....		
(408) 738-4321		
Sunnyvale School District.....		
(408) 522-8200		
Superior Court – Sunnyvale.....		
(408) 481-3500		
Traffic Court – Santa Clara.....		
(408) 556-3000		
Voter Registration		
(408) 299-VOTE		



Water Conservation

Rain Welcome but Drought Persists

Winter rains are a welcome sight during a severe drought. Unfortunately, this precipitation can lead some people to believe that drought conditions are over and that water conservation is not as important. This is NOT the case!

The severe drought in California is due to several years of very little rainfall and will not end due to a few rain storms, no matter how much rain they bring. The good news is that Sunnyvale residents and businesses have been doing a great job of conserving water. We've already reduced water use citywide by 14 percent between February and November 2014. However, even during the rainy season, residents should remember the following:

- Water your lawn not more than once a week and only if needed during the winter.
- Water your lawn for a maximum of 15 minutes per vegetated area.
- Adjust your irrigation system to fit the winter season conditions. Turn off your sprinklers when it rains.
- Only water lawns after 6 p.m. and before 9 a.m. if using a sprinkler system (during daylight savings). Hand irrigation is allowed at all times.
- Plant species native to California as they are adapted to the local environment and therefore require

less precipitation, less maintenance, little to no fertilizer and pesticides, and less pruning.

- Apply organic mulch around plant species to reduce moisture content loss, conserve water, decrease invasive plants and promote healthier soil.
- Take advantage of the Rain Barrel Rebate Program to get a \$50 rebate per barrel, up to two barrels per residential household and four for commercial properties.
- Take your vehicle to a commercial carwash. They recycle their water and discharge it to a sanitary sewer, protecting our storm drains and the Bay.

For more information on rebate programs and water saving tips, visit:

- [WaterConservation.inSunnyvale.com](#)
- [save20gallons.org](#)

Or, call the Santa Clara Valley Water District's Water Conservation Hotline at (408) 630-2554 for additional water conservation programs, incentives and resources. ☀



Periodically check your irrigation system for leaks or broken sprinklers and to ensure water is not irrigating the hardscape like driveways and sidewalks. If you observe water waste in Sunnyvale, contact our water conservation coordinator at (408) 730-4947. Or, call the Water Waste Hotline at (408) 630-2000 for Sunnyvale and other cities within the Water District's boundaries.

CORRECTION: WATER EMERGENCY NOTICE

Sunnyvale residents received a Water Emergency Notice in November 2014 that outlined drought-related prohibitions passed by the City Council in August. The notice incorrectly stated that residents could no longer wash their cars in their driveways. For clarification, the City Council's action prohibits the following:

- Using any watering hose or similar device *without a shut-off nozzle* for washing automobiles, trucks, buses, boats, trailers, equipment, recreational vehicles or machinery.
- Using potable water to wash sidewalks, driveways or other paved hard surfaced areas unless for health and safety reasons.

INSUNNYVALE.COM ADDRESSES LISTING		
Sunnyvale has a series of Web addresses to make information easier to find. All addresses begin with addresses from the list below and end in <i>inSunnyvale.com</i> . For example, to reach the City's information on council meetings, simply enter <i>CouncilMeetings.inSunnyvale.com</i> into your Web browser.		
ADA.....ADA/disability issues	CrimePrevention.....Crime prevention services and resources	OlderAdults.....Sunnyvale Senior Center program
ActivityGuide.....Listing of classes and programs	CrimeStats.....Statistics and interactive incident location map	OneStop.....E-One Stop and Permit information
AirplaneNoise.....Information to report Airplane Noise	DevelopmentUpdates.....Private development status	Parks.....Park information and map of locations
Housing.....Affordable housing; below market rate programs	Downtown.....Information and links related to the Town Center redevelopment project and other downtown projects	Patents.....Sunnyvale Public Library patent and trademark services
AnimalControl.....Pet licensing, feral cats, other animal issues	DPS.....Public Safety (police, fire and EMS services)	PayMyBill.....View and pay utility bills
Arts.....Arts Program	DPW.....Department of Public Works	Permits.....Building and Planning permits
BringYourBags.....Information on Single Use Plastic Bags	eBooks.....Download eBooks and Audiobooks	Picnics.....Picnic Rental reservations
Biking.....Bicycling information and route maps	EconDev.....Information and resources for business	Planning.....Planning Division
BlockParty.....Information about holding a block party	EventApplication.....Apply to hold a community event	PlanningCommission.....Planning Commission
BoardsAndCommissions.....Board and commission information and application	Events.....Upcoming community events calendar	PlanningProjects.....Planning Projects
Budget.....City budget	Facebook.....Social Media	Presentation.....Making a presentation at a City Council meeting
SummerCamp.....Summer camp information	FacilityRentals.....Facility Rental reservations	Preschool..Super Safari preschool program information and links
ChallengeTeam.....Challenge Team information, events and resources	FeeWaiver.....Fee Waiver program	QuarterlyReport.....Quarterly Report City newsletter
Charter.....Sunnyvale City Charter	FieldRentals.....Field Rental reservations	Recreation.....Community Services Division
Childcare.....Youth, Family and Childcare resources	Fees.....Sunnyvale's master fee schedule	Recycling.....Recycling and garbage collection information
CityCouncil.....Sunnyvale City Council	FirePrevention.....Fire prevention services and related links	SafeWays.....School walking and bicycling maps
CityManager.....Office of the City Manager	GeneralPlan.....Sunnyvale's General Plan	Shredding....Information on Sunnyvale's paper shredding events
CityManagersBlog.....City Manager's bi-weekly update	Golf.....Golf reservations	Shop.....Find shopping centers, auto dealers, hotels and other shopping resources
CNC.....Columbia Neighborhood Center	Graffiti.....Report graffiti	SMaRT.....Sunnyvale Materials and Recycling Transfer Station
CodeEnforcement.....To report Municipal Code violations	Green.....Environmental information and resources	SNAP.....Sunnyvale Neighbors Actively Prepare program
CommercialProperties.....Searchable available commercial properties directory	GreenBuilding.....Green Building Program	Streets.....Schedule of upcoming street maintenance projects
CommunityLiaison.....Problem-solving resource for City-related problems	GooglePlus.....Social Media	StudyIssues...City Council study issues explanation and issues list
CouncilMeetings.....Calendar of Council meetings with links to agendas, meeting minutes and reports to Council	Help.....Problem-solving resource for City-related issues	Swimming.....Pool facilities information
CouncilPolicy.....Sunnyvale City Council Policy Manual	HeritagePreservation.....Heritage Preservation Commission	Tennis.....Tennis facilities and programs
	Images.....Library database of current and historic photographs	Trees.....Information about street tree maintenance services
	HOA.....Homeowners Association resources	Twitter.....Social media
	Hotlines.....Hotline and crisis telephone numbers	UtilityBilling.....City utilities information and rate structure
	Jobs.....City job listings and information	Volunteering.....Volunteer with the City of Sunnyvale
	KSUN.....Sunnyvale's government television station program schedule	WaterConservation.....Water conservation information and tips
	Library.....Sunnyvale Public Library portal	Webcast.....Watch live and archived City Council and Planning Commission meetings
	MunicipalCode.....Sunnyvale Municipal Code	WPCP.....Sunnyvale's Water Pollution Control Plant
	Neighborhoods.....Neighborhood association services	ZoningCode.....Zoning information
	News.....Recent Sunnyvale news releases	



Be Ready

Four Steps to Emergency Preparedness

There's an old saying — an emergency is the last thing on your mind until it's the first thing on your mind. Whether it's a brief unexpected power outage or a more serious natural disaster like a flood or earthquake, emergencies are always disruptive, often without warning and sometimes life-threatening. Simply stated, emergencies will happen. And when they do, you need to be able to minimize the impact they will have on you and your loved ones. We live in a heavily built, densely populated area. Sunnyvale's police, fire and emergency medical services will be tasked differently during a major disaster based on life-safety needs. That is why each person in the city needs to be able to care for themselves for a minimum of three days after a disaster. Since the type and magnitude of a disaster will affect how long you will be without essential services, it is best to prepare for the worst case scenario and plan for several days and up to a couple of weeks. By working through these four steps, you will be well on your way.

STEP 1 BE INFORMED

Staying informed in advance of and during an emergency is essential to knowing how to prepare and what to do. At the local level, the City will use its website, social media channels, emergency radio station (Alert 1680 AM) and cable channel (KSUN15 on Comcast) as well as work with the media to get information to the public. Agencies will also use reverse 911 phone systems to disseminate public safety messages.

- ☐ **Sign up for Nixle** – Register for the City's free community information service at Nixle.com; customize alerts based on your choice of locations and topics and whether they're sent to your phone and/or email
- ☐ **Sign up for AlertSCC** – Register for Santa Clara County's emergency notification system at AlertSCC.com
- ☐ **Follow the City on social media:** @CityofSunnyvale and @SunnyvaleDPS on Twitter; City of Sunnyvale, CA on Facebook and Google+

STEP 2 MAKE A PLAN

Emergencies can strike quickly and without warning. You and your family may be in different places so you need to make a plan that will help everyone know how to cope with an emergency. Having a plan is your best protection and your responsibility.

- ☐ **Find out the emergency procedures for your work, children's daycare and schools, etc.**
- ☐ **Complete the simple two-page Family Communication Plan worksheets** for adults and kids from Ready.gov
- ☐ **Share your emergency contact information** with family and neighbors
- ☐ **Review procedures for shutting off gas, water and electricity** at your home
- ☐ **Review and practice your plan twice a year** and keep it up to date

STEP 3 BUILD A KIT

Essential services like power and water may not be available for some time during and after a disaster. The typical time for outside assistance to reach an impacted area is 72 to 96 hours if there is reasonable access. You need to build and maintain a disaster supplies kit to lessen the impact the lack of services and resources will have on you and your family. Keep enough supplies to meet your needs for at least three days; consider a one to two week supply for the best level of preparedness.

- ☐ **If you do nothing else, start with the most important emergency supply – water!** You need to have one gallon per person per day.
- ☐ **Determine where you will need to have emergency supplies** (e.g., home, workplace, vehicle)
- ☐ **Assemble a Disaster Supplies Kit** with items you may need in an evacuation – Visit Ready.gov for a checklist; be sure to include cash, medicine, keys and insurance paperwork

STEP 4 GET INVOLVED

The more prepared and informed we all are, the more we'll be able to support the emergency response efforts, especially if first responders are overwhelmed by a major disaster. Once you've taken steps to make sure you and your family will be self-reliant, consider getting involved to help others.

- ☐ **Explore OES's emergency preparedness training options at OES.inSunnyvale.com**
 - ☐ **Sign up for the Personal Emergency Preparedness (PEP) course** – This jam-packed two-hour course is a perfect way to kick-start your preparedness activities by focusing on what to prepare and how to prioritize your activities. PEP is held the first Sunday of every month from 2 to 4 p.m.
 - ☐ **Sign up for the Sunnyvale Neighbors Actively Prepare (SNAP) course** – This hands-on course will empower you to assist OES and do the greatest good for the greatest number of people in an emergency. Held one evening a week for seven weeks, the course is a series of practical skill-building exercises on everything from conducting hazard surveys and light search and rescue to fire safety and suppression. The next class starts on January 15 — sign up today. 🌱



SNAP participants practice shoring techniques to stabilize a ceiling



SNAP participants learn how to lift and move heavy debris like this concrete slab

sunnyvale reNews

sunnyvale's environmental news source

Winter 2015



We Can Make History...Again

In 1982, Sunnyvale became the second city in California to adopt a curbside recycling program. Sunnyvale started its program collecting recyclables in burlap bags, then graduated to three colored crates and finally, in 2001, issued a split-lid cart for single-family and two separate carts for multi-family residential recycling. Sunnyvale has maintained the dual-stream recycling method — collecting paper and containers separately at the curb — to reduce materials contamination, ensuring cleaner feedstock and higher recycling market revenues. In 1996, due to high participation rates of residents and businesses, the California Department of Resources Recycling and Recovery (CalRecycle) awarded Sunnyvale a Certificate of Achievement for having met state-mandated 50 percent diversion goals four years ahead of schedule.

In 2008, City Council adopted a Zero Waste policy. In 2013, Council adopted a Zero Waste Strategic Plan outlining actions that will help the City move from its current 66 percent diversion rate to 70 percent in 2015, 75 percent by 2020 (paralleling a new state waste reduction and diversion mandate), and 90 percent by 2030. Achieving Zero Waste goals will require collecting

more materials curbside, composting residential and commercial organics, increasing recycling in multi-family communities, expanding outreach and education, and improving technologies for recovering even more recyclables and organic material at the SMaRT Station®.

This *reNews* issue focuses on Sunnyvale's recycling and waste reduction services, and the inserted *2015 Recycling Events Calendar* provides details about upcoming events — designed to help the community reduce the waste generated, keep still-useful items in circulation and out of the landfill, and recycle more than just bottles, cans and paper.

City staff and service partners are gearing up to implement new programs to meet Zero Waste goals. It will take a commitment from the community not only to compost and recycle even more materials as new programs are implemented, but also change their purchasing behaviors in order to reduce what is thrown away. But, given the community's interest in participating in recycling programs, confidence is high that a collaborative approach to waste reduction will achieve the Council's Zero Waste goals — and Sunnyvale can make history...again.



Keep the *2015 Recycling Events Calendar* (inserted in this issue) for upcoming events.

stay connected

on the Web
Recycling.inSunnyvale.com



on Twitter
[@SunnyvaleRecycl](https://twitter.com/SunnyvaleRecycl)



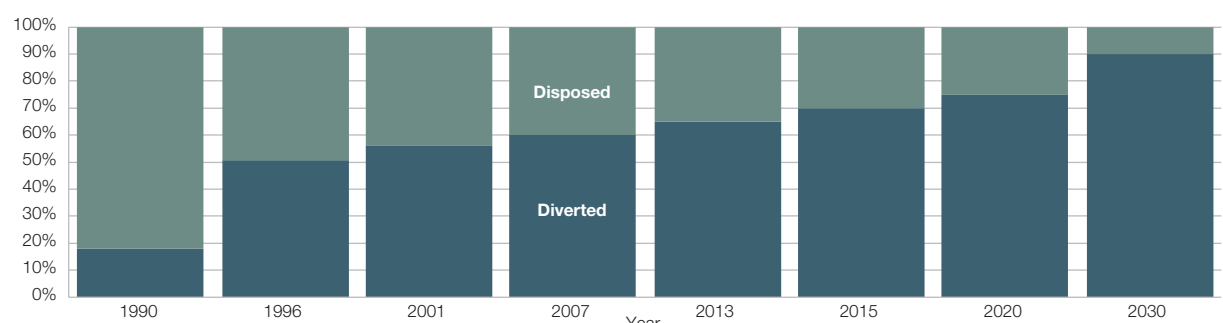
Green.inSunnyvale.com



on Facebook
**City of Sunnyvale
Environmental Services
Department**



More Diverted = Less Disposed → Zero Waste



Greater participation from the community along with new programs and technologies will help the City achieve its Zero Waste goals by 2030.



Sunnyvale Recycles

Your Guide to Recycling Right — at Home

Sunnyvale uses a dual-stream recycling process — using separate carts to collect recyclable paper and metal, glass and plastic containers at the curb. Where you live determines which carts and collection services are available. Single-family service provides garbage and recycling carts to residents living in single-family, duplex or triplex homes and mobile home parks. Multi-family service provides shared garbage bins and two recycling carts to residents living in four-or-more unit apartment and townhome communities. This guide shows what and how to recycle where you live.

Recycle Paper



Small cardboard pieces OK

PAPER

PAPER

Residential Recycling Carts

Single-Family Split-Lid Recycling Cart



Multi-family Recycling Carts



Recycle Metal, Glass, Plastic #1-#7

CONTAINERS

CONTAINERS

Single-Family Service Guide

Corrugated cardboard — FLATTEN boxes, tape or tie in 30x30x6-inch bundles, place at the curb.

Used motor oil/filters — Use City-issued gallon jugs and zip-locked bags for oil and filters. Contact Utilities Customer Service for jugs and bags (408) 730-7400. Place at curb.

Batteries — Tape positive ends, seal in zip-locked bag, place on top of split-lid recycling cart.

To Ensure Service:

- Place carts at curb by 7 a.m., remove from public view once serviced.
- Allow a two-foot space between carts for automated collection.
- Do not block driveways, storm drains or meter boxes.
- Overfilled carts may not be serviced.

Single-Family Set-Out



Proper set-out for carts, cardboard, batteries and used motor oil and filters.

Reduce Contamination

DO NOT PLACE BAGGED RECYCLABLES INSIDE RECYCLING CARTS



- Remove plastic sleeves from newspapers, magazines.
- No plastic, metal or glass containers in paper carts.
- Wipe or lightly rinse out containers.
- No hazardous materials in bins or carts.

Multi-Family Service Guide

Corrugated cardboard — FLATTEN boxes and place in garbage bins — cardboard is removed and recycled at the SMaRT Station.

Used motor oil/filters — Take to SMaRT Station for recycling or to certified oil-changing locations. Visit Recycling.inSunnyvale.com, *How to recycle*, *Motor Oil* for locations.

Batteries — Tape positive ends, take to SMaRT Station.

To Ensure Service:

- Garbage must be placed INSIDE garbage bins.
- Overfilled bins or carts may not be serviced.
- Close lids on bins and carts to reduce litter.
- Do not abandon items in waste areas.
- Dispose of large items or extra garbage at the SMaRT Station.

Multi-Family Waste Collection Area



Keep lids closed, waste areas clean and litter-free.



Convenient Events Available to Sunnyvale Community

The City offers convenient, no-cost recycling events to the community to promote waste reduction, reuse and recycling.

Composting Workshops

The City hosts monthly composting workshops where Master Composters teach residents how to compost their yard trimmings and food scraps. Organic materials accelerate anaerobic decomposition in landfills, producing methane, a greenhouse gas linked to climate change. Composting organics instead yields many benefits. When compost is added to soil, it:

- Reconditions poor, and chemically-treated soil;
- Reduces the need for chemical fertilizers or insecticides;
- Reduces watering needs as compost naturally retains moisture;
- Returns valuable nutrients to the soil; and
- Reduces garbage costs by reducing waste.

Learn to compost this year! Visit ReduceWaste.org/Classes, or call (408) 918-4640 to pre-register for a workshop.

Citywide Garage Sale Day

On September 12, the City will host the 24th annual Citywide Garage Sale Day. Sellers can register sales and the City will pay for the advertising. Garage sales promote reuse and divert valuable resources from the landfill. Join the fun and register your sale at CitywideGarageSaleDay.com beginning July 2015.

Document Shredding

The City hosts document shredding events to help residents guard against identity theft. Since 2010, these popular events have generated nearly 235 tons of paper which have been recycled into new paper products. Residents of Mountain View, Palo Alto and Sunnyvale are encouraged to attend. Proof of residency required.



Staffer Alec Howard keeps lines moving for fast, convenient drop-off of residents' boxed documents.

Extra Dumping Weekends

For four weekends each year, Sunnyvale residents may dispose of non-hazardous garbage during Extra Dumping Weekends at the SMaRT Station. Residents are encouraged to recycle, sell or donate items using *Freecycle Sunnyvale*, *Craigslist* or *TrashNothing*, before sending them to the landfill forever.

Household Hazardous Waste (HHW) Drop-off Events – Change is Coming!

Hazardous Waste Recycling & Disposal



FOR SANTA CLARA COUNTY

For years, residents have attended HHW Drop-off events to dispose of their hazardous materials at 164 Carl Road. As construction proceeds to rebuild the City's Water Pollution Control Plant, we now need to relocate our HHW Drop-off facility. From January through June, HHW drop-off events will continue at 164 Carl Road, on the third Saturdays of each month, from 8 a.m. to 1 p.m.

Beginning in July, the Carl Road location will close and residents will have two hazardous disposal options:

1. Quarterly HHW Drop-off events at a new location in Sunnyvale (July 18, October 17); and
2. Weekly HHW Drop-off events in San Jose – The County will accept hazardous materials at their new San Jose facility every Friday, 8 a.m. to noon, and every Saturday, 8 a.m. to 1 p.m. (except on holidays).

Appointments are required for both options. To schedule an appointment, and for more information and location details, visit the County's convenient, self-serve appointment system at HHW.org — click the green button — or call (408) 299-7300.

Make An Appointment

SPECIAL COMMUNITY EVENTS

Fit 'n Fun Earth Day Fair

Don't miss the Fit 'n Fun Earth Day Fair celebration on April 25, at the Columbia Neighborhood Center. The Sunnyvale community is invited to attend the celebration of health and wellness with special entertainment, food, music and kids' crafts in honor of Earth Day 2015.

Greenlight Film Festival

Create a video to portray how our actions impact the environment and win \$1,000 in prizes! Open to all ages, submission deadline is March 27. Visit MidPenMedia.org/Greenlight for details or call (650) 494-8686.

Call for Entries

10 YEAR ANNIVERSARY

GREENLIGHT

FILM FESTIVAL

THURSDAY / APRIL 23, 2015 / 7:00-8:30 PM

Cubberley Theater / 4000 Middlefield Road, Palo Alto

Entries must be received by Friday, March 27, 2015

Mercury Fever Thermometer Exchange & MedDrop



Wednesday, March 18
11a.m. – 1:30 p.m.
Sunnyvale Senior Center
Sequoia Room

The thermometer exchange and med-drop event offers safe, proper disposal of medications and mercury-containing fever thermometers. As hazardous materials, they must not be flushed or poured down sewer or storm drains or onto the ground.

Thermometer Exchange — The first 100 individuals dropping off a mercury thermometer will receive a free, solar digital fever thermometer in exchange (limit one per household). Place mercury fever thermometers in an unbreakable, closed container — its original case, a plastic toothbrush holder, or a soda or water bottle with a screw-on cap. Next, place the sealed container inside a plastic zip-locked bag.

MedDrop — Unwanted prescriptions, ointments and creams and over-the-counter medications may also be dropped off for safe disposal. Remove pills from containers and place them in a sealed zip-locked bag. Remove all personal information from ointments, liquids and creams. This event does not accept needles (sharps), medical equipment or personal hygiene items.

World Water Monitoring Day Challenge — Volunteers Needed



Saturday, March 21
10 a.m. – noon
Stevens Creek at West Valley
Elementary School
1635 Belleville Way
Free event • Pre-registration required

The City of Sunnyvale and the Stevens & Permanente Creeks Watershed Council invite you to our local World Water Monitoring Challenge event. Fun-to-do monitoring activities include water quality testing, observations of insects in the creek, kids' crafts and watershed pollution prevention presentations.

Volunteers of all ages are welcome — children under 16 must be accompanied by an adult. Due to space limitations, participation is limited to the first 40 pre-registered volunteers. For more information, or to sign up for the event, call (408) 730-7717 or e-mail Green@sunnyvale.ca.gov.



upcoming events

The Environmental Services Department offers a variety of events for the community to attend. Use the *Recycling Events Calendar* in this issue as a reference to events.

Document Shredding Events

May 30, August 22, November 7
8 a.m. to noon

SMaRT Station, 301 Carl Road

Compost Workshops

February 14, March 14
10 a.m. to noon

To register for a workshop, call (408) 918-4640, or register at ReduceWaste.org/Classes. Registration required.

Las Palmas Park building
850 Russet Drive, Sunnyvale

Household Hazardous Waste (HHW) Drop-Off Events

January 17, February 21, March 21
8 a.m. to 1 p.m.

No-cost HHW disposal. 164 Carl Road through June. Note: Sunnyvale-based events will be held at a new location beginning July, and move to a quarterly schedule. Schedule an appointment — visit HHW.org, or call (408) 299-7300 for details.

contact us

City Business Hours

Monday – Friday, 8 a.m. to 5 p.m.
City TDD (408) 730-7501

Utilities Customer Service

(408) 730-7400
Utilities.inSunnyvale.com

- Start, stop or change garbage and water services
- Cart orders, repairs, replacements
- On-Call Collection appointments
- Debris box rentals

Recycling Program

(408) 730-7262
Recycling.inSunnyvale.com
Recycling@sunnyvale.ca.gov

- Recycling answers and event details

Specialty Solid Waste & Recycling

(408) 565-9900, SSWR.com

- Missed pickups
- Collection service issues

SMaRT Station®

301 Carl Road, Sunnyvale
(408) 752-8530

Open daily 8 a.m. to 5 p.m.; Closed Thanksgiving Day, December 25, January 1

- Garbage disposal fees
- Compost and mulch availability

Water Pollution Control Plant

1444 Borregas Ave., (408) 730-7738
WPCP.inSunnyvale.com

- Plant Tours
- Environmental Outreach

Commercial Recycling Services

In support of Council's Zero Waste goals, the Sunnyvale Commercial Recycling Program works with businesses to ensure compliance with AB 341, California's mandatory commercial recycling law. Staff-provided audits identifying resource conservation and waste reduction opportunities can help businesses reduce garbage costs by recycling cardboard, bottles, cans and metal.

The Recycling Program publishes the quarterly Business Recycling Solutions (BRS) newsletter that offers green tips, and showcases local businesses and steps they have taken to green their operations and save money. Benefit your business and subscribe to

the BRS at Recycling.inSunnyvale.com, select *Commercial* under *Recycling Services*.

Another program supported by staff is the California Green Business Program. Forty Sunnyvale businesses have achieved California Green Business Program certification with technical support from City staff. Many have found the application checklist a useful tool in finding opportunities to conserve energy and water, reduce waste and embrace pollution prevention measures that also help reduce overhead costs. If you are interested in becoming a Green Business, visit GreenBusinessCa.org.

Landfill Drilling Project Replaces Five Gas Wells

Closed since 1993, the Sunnyvale landfill looked more like an oil field last October when a drilling rig was seen on top of the landfill installing five new gas wells.

After performing field inspections using a camera-equipped probe, City staff discovered that some PVC plastic well pipes had been pinched, collapsed or sheared off as a result of decomposing garbage that had settled and shifted during the past 27 years. New high-density polyethylene wells were vertically drilled 40-60 feet into the garbage to replace five poorly-performing wells. These new gas wells are expected to boost the gas collection efficiency of the landfill gas well field. The replaced wells will be disconnected from the gas collection system and properly sealed.

In 1987, 79 gas wells were installed to comply with air quality regulations and capture landfill gas produced by biological decomposition of the 2.5 million tons of garbage entombed in the landfill. Piped to the power generation facility at the adjacent Water Pollution Control Plant, the landfill gas combines with digester and natural gas, and is burned by large generators producing electricity to operate the plant.

Did You Know?

Construction Projects Require “Specialty” Service

When planning your next construction or remodeling project, confirm with your contractor that Specialty Solid Waste & Recycling (Specialty) will be responsible for hauling construction or demolition (C&D) debris. Only Specialty debris boxes are legally permitted for the collection and transportation of C&D. Specialty delivers all materials to the SMaRT Station where they are processed for recycling.

To order a debris box, call Utilities Customer Service at (408) 730-7400. The City recommends placing debris boxes on the property, rather than on the street where they are limited to 30 days prior to mandatory removal.

Debris Box Size	Monthly Rental Fee	On-Call Pick-up
8 Cubic Yard (clean concrete)	\$30.68	\$405.34
8 Cubic Yard (“rock box”)	\$30.68	\$496.86
15 Cubic Yard	\$30.68	\$496.86
20 Cubic Yard	\$35.76	\$609.88
30 Cubic Yard	\$45.92	\$835.92

Using non-Specialty debris boxes constitutes a violation of Sunnyvale Municipal Code (SMC) 8.16.170, and may result in fines and impound fees. Limited exceptions do apply, see (SMC) 8.16.110. To anonymously report the use of non-Specialty debris boxes in the City, call (408) 730-7469.



Specialty offers various debris box sizes for every project.



- *Reimagine the Sunnyvale Public Library*
 - *Milestones for the Year Ahead*
- Project**
Civic Center Modernization

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CITY OF SUNNYVALE QUARTERLY REPORT

January 2015

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